

## HOLD DRIVE FOR "MINUTE MAN SIX" DURING THOROUGHbred WEEK

BLUE BLOOD CARS  
TO HOLD STAGE  
IN WEEK'S SHOW

Lexington Snappy Sport Models Will Be Displayed at Reunion.

"Throughout the country, during the week of April 25, dealers and distributors of the Lexington Motor Company, of Connersville, Ind., will celebrate what the company has termed 'thoroughbred week.' This company will hold open house during the week," says E. A. Hummer, Lexington dealer in Washington.

"Thoroughbred week is more than a sales campaign, notwithstanding that during this period every salesman associated with the Lexington will make a drive to sell that snappy sport model of the Minute Man Six Line—the thoroughbred.

"We hope here to make the occasion of a sort of reunion of old friends of, and an opportunity to make new ones for Lexington.

"Thoroughbred week is really an appeal to the average person's sporting blood—to his love of an automobile that qualifies as well as does the blue-blooded horse to the title 'thoroughbred.'

Name Tells Auto.

"The dictionary says that a 'thoroughbred' is bred from the purest stock, hence is high-spirited, courageous and elegantly formed. The Lexington thoroughbred meets every requirement of the living thoroughbred.

"It was its qualities that sent a Lexington special home in first place in the annual Pike's Peak hill climb last Labor day. Its qualities sent another Lexington special home in second place, and only five seconds behind the winner.

"No reater demonstration of the qualities the average American loves in the racing horse has been seen in motordom than that disclosed by these cars in this hill climb in a blinding snow storm and against other handicaps.

"Breeder and judges of horses hold that a horse must have back of it five generations of purest blood before it is qualified to be called a thoroughbred. Back of Lexington is the high character and skill and experience of a lot of generations of Minute Man Six cars, each generation a vast improvement over the other.

Rare Improvements Boasted.

"And today the Lexington thoroughbred boasts improvements that cannot be found in any other car. There is the unified, nonrattle frame, with 100 less parts; semi-automatic two-way head lamps, which solve the glare menace for Lexington; equalizing cable foot braces; one-finger emergency brake; the Lexi-gasifier, literally a gas-making machine that insures power from every drop of gasoline, and the Moore multiple exhaust system, which provides two outlets for exhaust gases, thus preventing back pressure and choking.

"The lover of the thoroughbred in motor cars will have every facility for this week for examination of the qualities of the Lexington which its makers feel qualify it to bear that name."

SENATOR FAVORS  
POST ROADS AID

Chairman Townsend Will Make Effective President Harding's Policy.

"Concentration of Federal aid money upon the most important State roads which have an interstate character, is the most logical step in co-operation with the several States in highway improvement," said Senator Charles E. Townsend, chairman of the Senate Committee on Postoffices and Post Roads, yesterday.

"That Congress undoubtedly will give comprehensive attention to the good roads subject in the present session, is predicted by the quite exact reference set forth in President Harding's message. That the Federal agency of administration should be elevated to the importance and vested with authority comparable to the work before it, is a proposition which is certain to meet with general approval from those who have truly at heart consistent good roads progress. Highway now concerns the branches of our government, and there should be a distinct authority which can deal with all departments and possess an independence of procedure. No longer can this work be accomplished effectively through the bureau of a single department. Transportation is the life of the nation, and travelable highways facilitate the daily activities of millions of American families.

"Money from the National Treasury expended in co-operation with the States properly calls for State and not county dollars, and the joint funds should have to do with the most important highways possessing both interstate and interstate significance. It is my thought that at a later day, when a Federal commission or board will have been decided upon a nation-wide plan of interstate thoroughfares, these great highways shall become a Federal obligation.

"In a State where State aid has progressed from State aid to the counties, to State systems of interstate highways; and we are now seeking a form of Federal aid to the several States directed toward interstate highways which subsequently may be included in a national system.

"The President's insistence that positive provision for maintenance shall be made for roads on which Federal money is expended, will find unqualified approval from all road users. Since all States impose a yearly registration tax upon the owners of motor vehicles, it would seem a reasonable contract that a sufficient quantity of this money should be set aside for the upkeep of these main arteries of communication."

Use Your Valve Caps.

Don't throw away your valve caps. Screw them on firmly to prevent air leakage here. The valve stem, a little mechanism inside the stem, serves as an air lock during inflation, but the valve cap is the secondary air seal during use. The tire men advise using the valve to inflate the tire and using the cap to keep it inflated.

## ABOUT THIS TIME O' YEAR

COLLINS SEES BIG  
CADILLAC DEMAND

Company's President Reviews History of Popular Make Of Car.

A significant chapter in the history of the automobile industry is the story of the advancement of the Cadillac from the class of the lowest-priced cars on the market to its present association in the minds of the public with the highest quality American and European cars.

This signal achievement is reflected in a message of R. H. Collins, president and general manager of the Cadillac Motor Car Company.

As to the future Mr. Collins said that there would occur this year the greatest shortage of Cadillac motor cars in the history of the company; that the company was firmly committed to the policy of building eight-cylinder cars which would continue to be the standard of the world; and that present prices of Cadillac cars would remain unchanged throughout the year.

The first Cadillac model, built in 1902 was in competition with the cheapest automobiles on the market at that time. Its price of \$750 definitely placed it in that class.

By a series of refinements and improvements, Cadillac gradually climbed out of the company of the lowest-priced cars until in 1909 it had reached a point of comparison with the moderate-priced cars listed from \$1,500 to \$2,000.

In another eight years, Cadillac had again advanced to a higher class, as a result of improvements in design, materials, workmanship and performance. The public definitely thought of the Cadillac in 1917 in the company of cars selling from \$2,500 to \$3,000.

With the coming to the company of R. H. Collins as president and general manager, in that year the Cadillac began the greatest strides in its history.

Its official appointment as the standard seven-passenger car of the United States army, navy and Marine Corps, after the most critical tests in the world war is an evidence of the universal appreciation of the great improvements in Cadillac within the last four years.

The Cadillac, during this last period, has placed itself beyond all price considerations. The luxurious, dependable Type 59 Cadillac is not considered in a price class, and is compared only with automobiles costing much more.

"Owners of Type 59 Cadillac," said Mr. Collins, "know, of course, that the present price of the Cadillac does not represent a wartime inflation, similar to the inflation of prices of some other articles of merchandise.

## PRACTICAL PARAGRAPHS

Protect the Fuel Line.

It often happens that the fuel line rests against some more or less sharp edge of the chassis. The vibration inevitable when the car is in motion causes a slight rubbing, which in time wears the pipe through, and a leak results. A break of this kind may be repaired by wrapping the pipe with soft wire for a couple of inches on each side of the leak and then tinning the whole over with solder. This not only cures the leak, but prevents chafing.

Short Battery Posts.

It is possible to build up battery posts that are too short by starting the threads of a Ford adjusting nut on the post, until there is a joint between the threads and post large enough for the purpose. Into the hollow part of the yoke molten lead is ladled and allowed to cool. The yoke is then unscrewed and the short post will be found to have reached the necessary height. In doing this job the old post should be scraped clean and a little flux should be applied.

To Cut Battery Separators.

It is possible to cut the little wooden separators used in the storage battery by means of one of the trimming boards that almost any office has. This board comprises a

CHEVROLET SALES  
MAKE HIGH RECORD

Average of 83,000 Cars of Four-Ninety Style Sold Each Year.

The Chevrolet Motor Company's plan to make cash refunds to the purchasers of 50,000 model "Four-Ninety" cars brings to light the fact that more than half a million of these famous models have been sold.

This number covers a period of six years' production. In other words, an average of 83,000 "Four-Nineties" a year have been sold since the model was first introduced in the 1915 season.

This average is one of the records of the automotive industry. It is a record of continuous growth and steady increase in popularity. The 83,000 average is only half the story. For, in the first season, more than two hundred "Four-Nineties" were sold. A year later, it proved the merit of this popular priced, economical car, however.

The second season won nearly forty thousand converts to this Chevrolet model. Since its immediate success the sale of these cars has increased consistently. 1920 purchasers took nearly two hundred thousand "Four-Ninety" cars.

This brings the total to more than half a million. And this record has been made by only one model. In this it is unique. Many of the first cars of this model are still running. In fact, it recently became known that one of these has traveled more than 160,000 miles—27,000 miles a year for six years, and is still running.

The sale of 50,000 more of these models between January 1st and August 1st of this year will enable the Chevrolet Motor Company to maintain its average quantity production. And if this is done in such a selling year as this, the company will refund its profits to purchasers—\$70 on open and \$100 on closed models.

## DORT

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TIRE INDUSTRY  
SPEEDING FAST,  
AKRON REPORTS

Nine-Month Slump Ends With Tire Companies At 50% Normal.

AKRON, Ohio, April 23.—The City of Akron, Ohio, the rubber metropolis of the world, so-called because it produces 46 per cent of the world output of rubber goods and 65 per cent of all tires manufactured annually, is rapidly returning to normal industrial conditions. The backbone of the slump, which hit Akron more than nine months ago, has been broken.

Rubber factories are beginning to re-employ and are increasing production substantially. With the announcement that the Firestone Tire and Rubber Company will put on 2,000 additional men by May 1, and with other rubber companies speeding up production in proportion, everything indicates a steady return to normal activity.

Produces 15,000 Tires Daily. With automobile factories resuming operations, original equipment tire business is increasing. Firestone reports a big increase in original equipment orders for April, as compared with March. This company increased production on April 15 from 10,000 tires daily to 15,000 tires daily, and will operate two daily eight-hour shifts.

This places the Firestone Tire and Rubber Company at more than 50 per cent of peak production—the highest mark reached in nine months. Firestone, at its peak last May, was making 28,000 tires daily. The four big tire companies in Akron—Firestone, Goodrich, Goodyear and Miller—despite the tire industry slump, had, in 1920, total sales aggregating \$50,572,839, as compared to \$429,995,101 during 1919, an increase of \$73,419,136.

Factories Fifty Per Cent Normal. Present statistics show that all Akron factories are working on an average of not less than 50 per cent of normal. This means they are doing business now at the rate of almost \$275,000,000 a year, a substantial business for any city to be doing under present conditions.

In many respects many good results have come from the tire industry slump in Akron. One clear evidence is that it has taught employers not to be reckless or extravagant, as in the past. It has eliminated the transient and undesirable element of labor and has produced greater efficiency in factory work.

Plans Civic Improvements. The slump has given Akron time to catch up with herself in civic improvement. No city can increase in population from 65,000 to 268,000 in ten years and have civic development keep pace with industrial growth and population increase. Conditions are now different. The city is regaining its balance.

Nearly \$75,000,000 worth of public improvement is contemplated. Boulevards and hundreds of miles of paved streets are to be built. The city has created a planning commission which is arranging an extensive program of civic improvement and city beautification. It has purchased 700 acres of land for a public park.

It is increasing its hospital facilities, widening its main thoroughfares, planning a new postoffice, erecting new hotels, and is also planning three new theaters. In addition there are many home-building programs under way.

In short, Akron has had time to catch her breath again, and will be a better and cleaner city to live in.

WINS TRACTOR  
BY USING ONE  
TO RAISE CORN

Boy Gets "Fordson" as Prize for Best Yield on 5 Acres in Missouri.

Five acres of corn won a Fordson outfit for 15-year-old Arvil Farmer, of Platte City, Missouri. But it was no ordinary five acres of corn. In fact they were the best five acres raised in Missouri. Arvil Farmer was five years younger than the age limit of the contest. Yet this young man set to work last June to win a tractor and at the Eighteenth Annual Missouri Farmers' Week held in Columbus, Missouri, he was awarded the Fordson tractor together with a \$50 prize given by the State Agricultural Department and a gold medal valued at \$15.

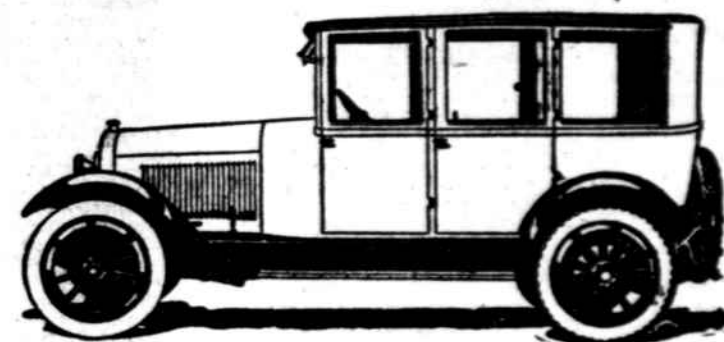
You will say that Arvil Farmer was a lucky boy. He may have been lucky but he used good judgment and worked hard. He had good judgment because he used none other than a Fordson tractor to plow the ground, cultivate and care for his five acres of corn from last June until the time for cutting. That the work was done efficiently is evident, and now there is another Fordson in the family. It is a striking tribute that he used a Fordson to work with and that the judges considered his work with the Fordson good enough to win another. But today Arvil Farmer is a very happy young man and he is going to get busy this spring and take full advantage of his recently acquired prize.

Arvil Farmer cultivated a five-acre plot of Reid's Yellow Dent corn that averaged 127.56 bushels per acre. The Fordson and Oliver gang plow were awarded by G. T. O'Malley, of the Western Tractor Equipment Co.

Water Destroys Tires.

How do you wash your car? Water that seeps down between rims and tires quickly rusts neglected rims and destroys tubes, flaps and even the heads and edges of the tire. Use stove polish, nickel paint or graphite to overcome this condition. This also prevents the tire from creeping by giving it a firmer hold on the rim.

The Best Water. Do not forget that the very best water with which to fill up the cooling system is rain water or water made by melting snow. This is known as "soft water," which means that it is free from mineral constituents, which are deposited on the pipes and jackets from ordinary water.

Repair Bills Held  
to Low Level

Without doubt, the thing that gives Chalmers owners their greatest satisfaction, is the smallness and infrequency of the repair bills.

Their cars run months beyond the usual time without expert shop attention. Replacements are required infrequently.

Due to Motor Design

This is largely due to the principle of the Chalmers Motor, in which the hot-spot pre-heats the fuel.

This assures complete combustion of fuel in the cylinders. Carbon forma-

tion is greatly reduced. No gasoline leaks down past the pistons to dilute the oil in the crankcase. The motor accelerates better, and runs more smoothly.

Car is Beautiful

This better motor performance naturally gives owner-satisfaction. But Chalmers owners are also proud of the appearance of their cars. The Chalmers is beautiful. It is also extremely comfortable.

We welcome the opportunity of proving to you what an excellent motor car investment the Chalmers is.

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